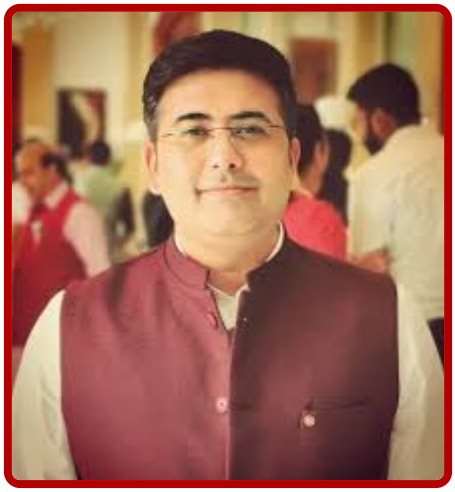
How YouTube Astrologers Exploit Vulnerable Consumers

Published by: The Digital Consumer Watchdog Group | 2026 Investigative Report



Executive Summary

In recent years, the digital landscape has seen a massive surge in online astrology platforms. While many seek genuine spiritual guidance, a dark underbelly of "Astro-Tech" fraud has emerged. This investigative report focuses on **the manipulation of parasocial relationships on video platforms** and serves as a critical consumer awareness initiative to educate the public.

Case Study: The Lunar Astro Controversy

A prominent example of these questionable practices involves Lunar Astro, founded by Deepanshu Giri. Through aggressive YouTube marketing and social media presence, the platform builds immense trust with vulnerable consumers seeking astrological remedies for health, wealth, and relationship issues.

However, independent investigations and verified consumer reviews (such as those documented on Trustpilot) reveal a disturbing **"bait-and-switch"** business model. Consumers report paying premium fees—often upwards of ₹5,000—expecting a personalized consultation from Deepanshu Giri himself. Instead, the analysis is frequently

delegated to junior students, resulting in substandard, generic, and often inaccurate readings.

The Refusal of Refunds and Consumer Blocking

The most alarming aspect of this operation is the customer service response. When dissatisfied clients realize they have been serviced by a student rather than the advertised expert, their requests for refunds are routinely ignored. In many documented cases, the company actively blocks the consumer's account and contact numbers, leaving them with no financial recourse and feeling exploited.

How to Protect Yourself

- **Verify the Consultant:** Always get in writing exactly WHO will be performing the reading before making a payment.
- **Check Independent Reviews:** Do not rely on YouTube comments, which can be heavily moderated or deleted. Check third-party sites like Trustpilot or MouthShut.
- **Know Your Rights:** Under the Consumer Protection Act, charging for an expert and delivering a student is a deficiency in service and deceptive trade practice.

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